



COOLCALIFORNIA  
**CITY CHALLENGE**

Sponsored by: **energy**  
**upgrade**<sup>™</sup>  
CALIFORNIA

# CoolCalifornia City Challenge Awards

October 23, 2014

# AB 32 and Voluntary Action



*“The greenhouse gas emission reductions required under AB 32 cannot be realized without the active participation of the people of California.”*

- AB 32 Scoping Plan

# CoolCalifornia.org

Simple steps for a sustainable future

The CoolCalifornia.org website includes various tools to inspire climate action

- \* Carbon Footprint Calculators
- \* Toolkits by Audience Type
- \* Access to Funding Opportunities for Sustainable Projects



# Carbon Footprint Calculators

## Households

The interface features a top navigation bar with icons for Intro, Travel, Housing, Food, Shopping, and Take Action. The main section is titled "Start with a quick footprint estimate" and includes a location selection area with tabs for Zipcode, City, County, and State, and a text input field labeled "Type your location". Below this are two questions: "How Many people live in your household?" with a dropdown menu set to "Average", and "What is your gross annual household income?" with a dropdown menu set to "Average". At the bottom, it shows "United States" and a "Total" carbon footprint of "48.5". There are also buttons for "Air Travel" and "Construction".

Intro Travel Housing Food Shopping Take Action

Start with a quick footprint estimate

Zipcode City County State

Type your location

How Many people live in your household?  
Average

What is your gross annual household income?  
Average

United States

Total  
48.5

Air Travel Construction

## Small Businesses

The interface features a top navigation bar with icons for Introduction, Transportation, Facilities, Procurement, Summary, and Take Action. The main section is titled "Start with a quick footprint estimate" and includes a list of six steps: 1. Select nearest location: CA: California Average, 2. Sector/Industry: Select, 3. Number of facilities: 1, 4. Number of employees: 6, 5. Annual revenues: 1475000, and 6. Square feet of facilities: 6600. At the bottom, it shows a "Baseline Carbon Footprint: 101 metric tons CO2e/yr".

INTRODUCTION TRANSPORTATION FACILITIES PROCUREMENT SUMMARY TAKE ACTION

Start with a quick footprint estimate

1. Select nearest location: CA: California Average

2. Sector/Industry: Select

3. Number of facilities: 1

4. Number of employees: 6

5. Annual revenues: 1475000

6. Square feet of facilities: 6600

Baseline Carbon Footprint: 101  
metric tons CO2e/yr

# Access to Funding Opportunities

Find grants, incentives,  
and rebates for  
sustainable projects

Tool Development Partners include:



*THE  
Strategic Growth Council*



# Inspire Change and Receive Recognition

## Success Stories

- \* Cities, Counties, and Districts
- \* Schools
- \* Small Businesses
- \* Individuals



# Local Government Leadership

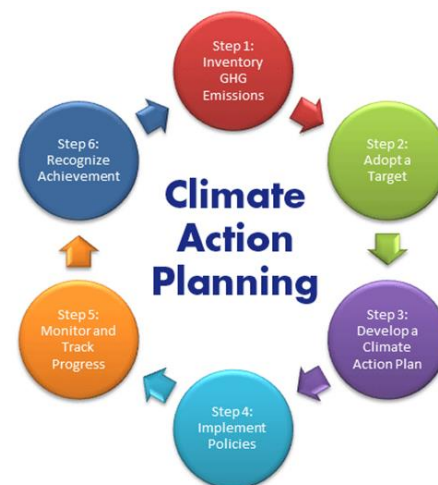


COOLCALIFORNIA  
CITY CHALLENGE

Sponsored by: **energy  
upgrade**  
CALIFORNIA



COOLCALIFORNIA  
**CHALLENGE**



# CoolCalifornia City Challenge Objectives

- \* Create city-to-city competition for encouraging reductions
- \* Encourage collaboration and teamwork between local government and community-based organizations
- \* Quantify the resulting household GHG reductions

# 2014 Challenge Milestones



COOLCALIFORNIA  
CITY CHALLENGE

Sponsored by: energy  
upgrade  
CALIFORNIA

City Application  
Deadline March  
31<sup>st</sup>



'New Signups'  
Phase Ends May  
30<sup>th</sup>



Round 2  
Launches April  
1<sup>st</sup>



'Points Earned'  
Phase Ends  
August 31<sup>st</sup>



Winners  
Announced  
October Board  
Meeting



# Who took the Challenge?



- \* Arcata
- \* Burlingame
- \* Chula Vista
- \* Claremont
- \* Corona
- \* Long Beach
- \* Lynwood
- \* Mission Viejo
- \* Rancho Cucamonga
- \* Riverside

**Local leaders  
paving the way  
for sustainability**

---

**>340 MTCO<sub>2</sub>e  
saved!**

# Local Engagement

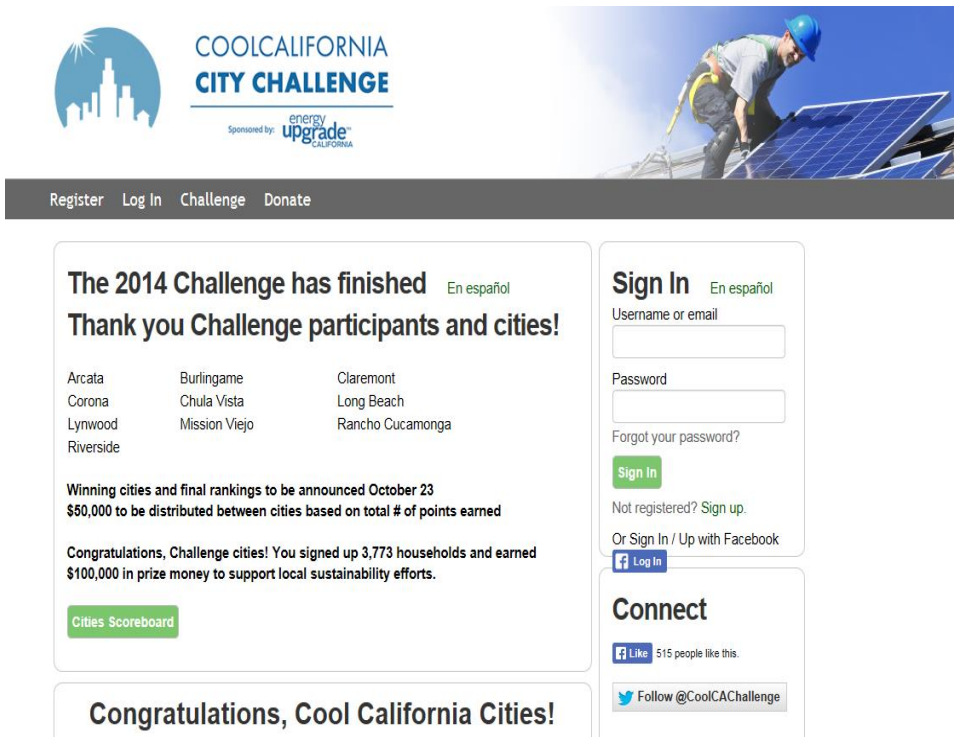


COOL CALIFORNIA  
CITY CHALLENGE

Sponsored by: **energy upgrade**  
CALIFORNIA



# How it Worked



**COOLCALIFORNIA CITY CHALLENGE**  
Sponsored by: **energy upgrade** CALIFORNIA

Register Log In Challenge Donate

**The 2014 Challenge has finished** [En español](#)  
**Thank you Challenge participants and cities!**

Arcata	Burlingame	Claremont
Corona	Chula Vista	Long Beach
Lynwood	Mission Viejo	Rancho Cucamonga
Riverside		

Winning cities and final rankings to be announced October 23  
\$50,000 to be distributed between cities based on total # of points earned

Congratulations, Challenge cities! You signed up 3,773 households and earned \$100,000 in prize money to support local sustainability efforts.

[Cities Scoreboard](#)

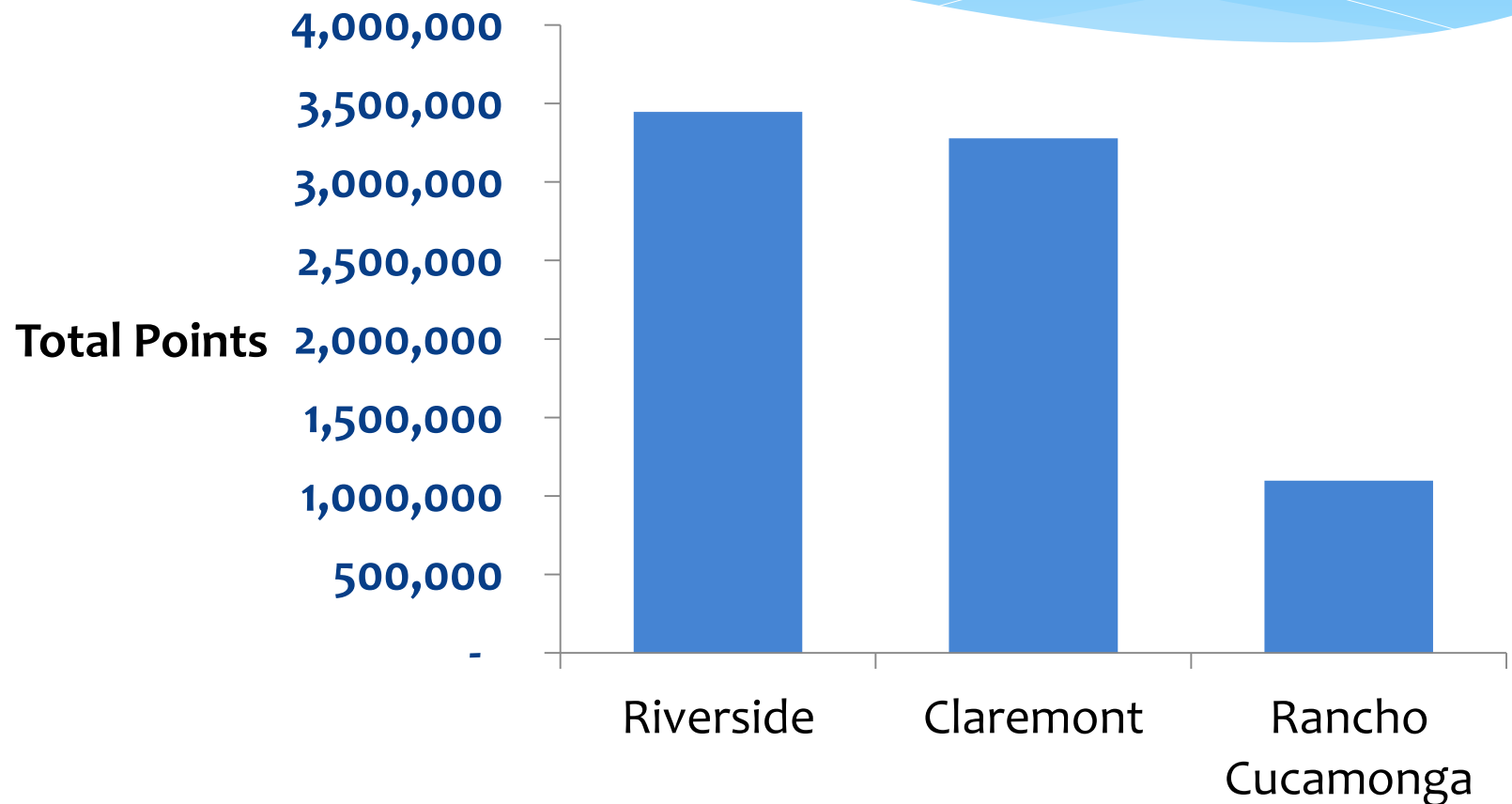
**Congratulations, Cool California Cities!**

**Sign In** [En español](#)  
Username or email  
  
Password  
  
[Forgot your password?](#)  
[Sign In](#)  
Not registered? [Sign up.](#)  
Or Sign In / Up with Facebook  
[Log In](#)

**Connect**  
[Like](#) 515 people like this.  
[Follow @CoolCAChallenge](#)

- \* Participants sign up from website
- \* Track and report data on:
  - \* Electricity
  - \* Natural gas
  - \* Vehicle miles
- \* Earn points for reductions

# Measurable Results



Thank you to our sponsor  
and new partner!



# 2014 CoolCalifornia Challenge Winners



- \* City of Riverside –  
“Coolest California City”
- \* City of Claremont –  
“Cool California City”
- \* City of Rancho Cucamonga –  
“Cool California City”





# City of Riverside

## Mayor Rusty Bailey



- \* Supported community engagement and implementation of Riverside's Green Action Plan
- \* 1,146 households participated
- \* 3,292,692 points  $\approx$  130 MTCO<sub>2</sub>e reduced



# City of Claremont

## Mayor Joe Lyons



**Sustainable Claremont**  
Working for Environmental  
Economic and Social Sustainability



- \* Community engagement is a cornerstone of Claremont's Sustainable City Plan
- \* 501 households participated
- \* 3,143,895 points  $\approx$  89 MTCO<sub>2</sub>e reduced



# City of Rancho Cucamonga

## Mayor L. Dennis Michael



- \* Engaged local residents in future development of Sustainability Action Plan
- \* 260 households participated
- \* 1,152,855 points  $\approx$  40 MTCO<sub>2</sub>e reduced

# Thank you to all participants!



- \* Arcata
- \* Burlingame
- \* Claremont
- \* Corona
- \* Chula Vista
- \* Long Beach
- \* Lynwood
- \* Mission Viejo
- \* Rancho Cucamonga
- \* Riverside